



WilloStart™

Get set up. Get trained. Make Money.



Introducing WilloStart a new program for retailers from the training labs at Physician's Technology that will help you get off to a fast start in maximizing your potential cash income from WilloMD sales, treatments, and rentals. And, you'll have the full support of our team that will answer questions, walk you through the simple start-up and maybe even give you a little inspiration. Here's how it works:

1. We'll phone you when your first WilloMD inventory arrives at your store and go over the simple start-up with your DME person.
2. We'll get your clerk trained in how to easily offer a WilloMD treatment to your customers.
3. We'll help you make money with dedicated support. You can speak to your dedicated support person anytime you have a question.
4. Call toll free (855) 945-5663 Ext. 200 or sales@willomd.com



PHYSICIAN'S
TECHNOLOGY,
LLC

WILLOMD QUICK LAUNCH RETAIL GUIDE

Contents	Page
Contact Information and Retail Pricing	4
How to Get Started Making Money with the WillomD	5
• Scheduling Your Willoday	
WillomD Retail Programs	7
WillomD Mechanism of Action	12
WillomD Prescription Form	13
WillomD Ad Slicks	15
WillomD Performance Measurement Protocol	16
Frequently asked Questions	20



The Mini-Computer for Knee Pain.

Phone (855) 945-5663 • **Web** www.willomd.com

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Contact Information

This Quick Launch Guide is designed to help you make more money for your store. We are here to help.

Phone (toll free) (855) WilloMD (855-945-5663)

Partner Portal www.willomd.com

Select “Partner Tab” and insert the password “Willo” to access the WilloMD on-line library of instructional videos, user testimonials, FAQs, ad slicks, statement stuffers, posters, postcards, etc.

E-Mail support@willomd.com

WilloMD Retail Pricing

Manufacturers Suggested Retail Price (MSRP) \$599.

Minimum Advertised Retail Price (MARP) \$529.

Suggested WilloMD Retail Treatment Sessions

1 - 25-minute “in-store” treatment session \$25.

1 - 24 hour “take-home” rental \$35.

How to Make Money with the WilloMD by Creating Local Awareness with a WilloDay in Your Store.

1. 3 Weeks Before WilloDay: Put up your “Willo Sign” on your front store window.
2. 3 Weeks Before WilloDay: Make sure your (8 ½” x 11”) WilloMD counter sign is up next to the cash register and the tri-fold brochures are available for customers.
3. 3 Weeks Before WilloDay: Make copies of the free WilloMD treatment bag stuffers and insert them in all your customer’s bags.
4. 3 Weeks Before WilloDay: Make sure to train your clerks who will be providing the treatments during the WilloDay. Show them how to use the “WilloMD Performance Measurement Protocol” forms before each customer treatment and after each customer treatment.
5. 3 Weeks Before WilloDay: Make sure your clerks are wearing their “Do You Willo?” buttons to stimulate customer interest. When customers ask “What is the WilloMD?” and “What does it do?” have them say:
 - **What is the WilloMD?** “The WilloMD is a minicomputer utilizing **Photonic and Thermal Kinetic energies** delivered by a complex mathematical formula”.
 - **What does the WilloMD do?** “It ignites biochemical and bio-physiologic reactions that physically and chemically cleanse the toxic joint. This reduces pain and increases your mobility, improving your performance in the things that are important to you”.
 - **FDA Compliant:** PT technology has been granted marketing approval by the FDA subsequent to a 510 application. It has years of safe use in thousands of treatments.
6. 1 Week Before WilloDay: Run your “The WilloMD is Coming to Town” ad in your local newspaper using the ad slicks provided in this guide.

(Continued on next page)

7. On WilloDay: Have your WilloMD units fully charged and a convenient location where your customers can be treated. Make sure your clerks keep a record of each treatment session. Be sure to always use the “WilloMD Performance Measurement Protocol” before and after each treatment so you can measure their improvement. You can give them this form at the end of the treatment session and have your clerk show them how they can use the back of this form to record their results for future treatments.
8. Make sure you use the “Employee WilloMD Treatment Spiff Form” in this guide to reward your employees for each WilloMD treatment they administer.
 - Be sure to tell your customers to come back for additional treatments, as needed, for \$25 per session and also ask them to tell their friends.
 - Follow up with your customers.
9. Follow Up: Look for opportunities to build on the momentum of your WilloDay Event.
 - Look for opportunities to create ‘out of store’ WilloDay events:
 - Nursing Facilities
 - Chamber of Commerce tradeshow
 - Malls
 - Local Heath Events
 - Clinics
 - Hospitals
 - If you have questions or need more ideas just give us a call at (855) 945-5663.
10. Plan your next WilloDay and REPEAT the Steps above: The WilloDay is a very important tool and you should plan to use these events on a regular basis (monthly, quarterly, etc.) to help you create and maintain public awareness, branding, and customer loyalty.

WilloMD Retail Programs

Please give us a call at (855) 945-5663 for program pricing.

Good - WilloStarter

With the **WilloStarter Program**, you get:

1 WilloMD Demo unit AND a Carrying Case for 'out-of-store' treatments. You also get:

WilloMD in a Box Merchandising Kit – Containing the following:

- 1 Window Poster.
- 50 Trifold brochures with an acrylic countertop holder.
- 5 “Do You Willo?” Clerk Buttons.
- CD – Continuous Loop.
- Also included is the **Quick Start Retail Guide with:**
 - Camera ready ad slicks for your WilloDay promotions.
 - A Sample Sheet for Clerk Spiff.
 - 1-Treatment Protocol Pad (for initial treatment & return visits).

Better - WilloElite

With the **WilloElite Program**, you get:

1 WilloMD Demo unit AND Carrying Case for 'out-of-store' treatments, and

5 WilloMD units for inventory, and

1 33” x 80” pop-up “Stop Knee Pain Fast” Banner. You also get:

WilloMD in a Box Merchandising Kit – Containing the following:

- 1 Window Poster.
- 50 Trifold brochures with acrylic countertop holder.
- 5 “Do You Willo?” Clerk Buttons.
- CD – Continuous Loop.
- Also included is the **Quick Start Retail Guide with:**
 - Camera ready ad slicks for your WilloDay promotions.
 - A Sample Sheet for Clerk Spiff.
 - 1-Treatment Protocol Pad (for initial treatment & return visits).

(Continued on next page)

Best – WilloSuite

With the **WilloSuite Program**, you get:

1 WilloMD Demo unit AND Carrying Case for 'out-of-store' treatments, and

8 WilloMD units for inventory, and

1 WilloMD Privacy Screen, and

1 WilloMD Treatment chair, and

1 33" x 80" pop-up "Stop Knee Pain Fast" Banner. You also get:

WilloMD in a Box Merchandising Kit – Containing the following:

- 1 Window Poster.
- 50 Trifold brochures with acrylic countertop holder.
- 5 "Do You Willo?" Clerk Buttons.
- CD – Continuous Loop.
- **Also includes the Quick Start Retail Guide with:**
 - Camera ready ad slicks for your WilloDay promotions.
 - A Sample Sheet for Clerk Spiff.
 - 1-Treatment Protocol Pad (for initial treatment & return visits).



WilloSuite



33" x 80" Pop Up Sign

WilloMD Retail Revenue Models

The WilloMD is designed for the retail channel. Its pricing is within reach of millions of people who suffer from knee pain yet value their performance in sports or other activities. The most popular retail revenue models for maximum sales are:

1. **Direct.** Direct sale, make margin.

Example: When you sell one WilloMD unit for \$599, you earn \$199 based on your cost of approximately \$400. So, if you were to sell two units per week that would produce about \$20,696 in extra income per year. If you purchase in volume, your cost goes down.

2. **Fee Based.**

a. **Take Home Rental:** Treat your customers to one treatment session in your store and then let them take a WilloMD unit home for a daily rental of \$35 per day. We have attached a sample rental form at the end of this guide for you to copy and use.

b. **In-Store Pay-per-Treatment:** Offer WilloMD treatments right in your store and charge around \$25 per treatment.

c. **Rent-to-Own:** A hybrid of “take home” and “in-store” treatment.

Note: The WilloMD is intentionally designed to be a “no code” product so there is no medical insurance reimbursement. This reduces any regulatory burden for you. Often, as you have regular customers that come in for WilloMD treatments, you can apply a portion of the price they pay for treatments towards the purchase of their own WilloMD unit. Give us a call at (855) 945-5663 if we can help with more details.

3. **WilloMD Suite.** This combines the direct and fee based models above into a profitable stand-alone center in the front of your store. And, you could easily arrange free “WilloDay” events in your store to stimulate interest.

WilloMD Suite

Follow the steps below to generate cash income for your store through the sale of WilloMD units, along with in-store treatments and out-of-store rentals.

WilloSuite

Branded Privacy Screen and Session Chair. ▶



◀ WilloMD on Charging Dock.



◀ Pop Up Sign

Investment

Quantity	Description	Amount Each	Total	
4	Willo units for rental or treatment	\$400	\$1,600	
4	Willo units in stock to sell	\$400	\$1,600	
	WilloSuite Chair/Privacy Panel		\$ 800	
	Total WilloSuite Investment		\$4,000	

Revenue Model Forecast

Quantity	Description	Amount Each	Total	Profit
2	Willo Sales Per Week	\$599	\$ 1,200	\$ 398
4	Daily Rentals during week	\$ 35	\$ 140	\$ 140
8	Willo Treatments in store	\$ 25	\$ 200	\$ 200
	Total Week Income		\$ 1,540	\$ 738
	Total Month Income		\$ 6,160	\$ 2,952
	Total Year Income		\$ 73,920	\$35,424
16 sq. ft.	Annual Revenue Per Sq. Ft.	.	\$ 4,620	\$ 2,214
				Profit per Sq. Ft.

WilloByte.

The WilloByte provides a simple explanation of the WilloMD technology. You can copy this sheet and keep it near your cash register so that it is handy for future reference.

The WilloByte

WHAT IS JOINT PAIN?

It is a pathologic condition producing toxicity in and around joints.

- Painful sensations with reduced mobility and performance.
- Intensity, duration, & debility, varies between individuals.

WHAT IS THE WILLOMD?

- The WilloMD is a minicomputer utilizing **Photonic and Thermal Kinetic energies** delivered by a complex mathematical formula.

WHAT DOES THE WILLOMD DO?

- Ignites biochemical and biophysiologic reactions that physically and chemically cleanse the toxic joint.
- **Pain is reduced, Mobility is improved, and Performance is enhanced.**

Additional information at: www.willomd.com (select "How it Works" tab). Physician to Physician consultation is available at www.willomd.com/physician portal



WilloEd™

WilloMD™ Mechanism of Action 101



WilloMD placement on a knee joint application.

1. Injuries and disease create toxic conditions in the joint.
2. These toxins collect and cause pain and debility.
3. Some medications, while masking pain, do not promote detoxification or healing and may damage our delicate organs.
4. The WilloMD is a mini-computer programmed with "pain interference" technology. It uses a secret algorithm to compound photonic and thermal kinetic energies into a dynamic electronic "cocktail" prescription that is delivered to the treatment area. This overcomes the natural phenomenon (tachyphylaxis) that tends to build resistance to medication or therapy.
5. This application increases blood flow and excites a series of naturally programmed responses* in the body that boosts the ability to flush out the toxins faster and promote recovery.
6. As the level of toxins are reduced, the body's repair systems gain traction.
7. Frequently, reduced pain and swelling occur rapidly, while other improvements compound over time, resulting in cumulative effects and accelerate recovery.



- ↑ Endorphins, Enkephalins &, Dynorphins
- ↑ Nitric Oxide production and increased circulation
- ↓ Nerve conduction velocity
- ↑ Sensory nerve perception threshold
- ↑ Macrophage migration
- ↑ Fibroblast migration
- ↑ Stimulation of P2X3 Receptors


PHYSICIAN'S TECHNOLOGY
PATENTED PERFORMANCE ENHANCEMENT TECHNOLOGY™

www.willomd.com

Disclaimer: This information is not to be used for medical diagnostic purposes and is not intended to serve as a recommendation for treatment and/or management of any medical/surgical condition. This information should not be used in place of a physician or other qualified health provider. If you believe you have a medical condition, please contact your physician immediately. Copyright 2011; protected by issued and pending domestic and international patent applications

MEDICAL EQUIPMENT PRESCRIPTION

PATIENT INFORMATION

Patient Name: _____ DOB: _____ Gender: ___M___F
Address: _____ City: _____ State: _____ Zip: _____
Home Phone: (____) _____ Work Phone: (____) _____
SSN: _____ FSA/HSA Insurance: _____

PHYSICIAN INFORMATION

Name: _____ Phone: (____) _____ Fax: (____) _____
Physician UPIN #: _____ NPI#: _____

Treatment / Supplies

☐ WILLOMD™

Therapy Description:

The WillomD is a mini-computer for joint discomfort. It uses Thermal Kinetic and Photonic energies to stimulate multiple biophysiological reactions. Some of these include: enhanced circulation, reduced nerve conduction velocity, increased nerve sensory perception threshold, and vascular and cellular changes that promote joint cleansing.

Application: Use according to instructions to relieve discomfort, improve mobility, and enhance performance.



Diagnosis

- ☐ Ligament Strain/Sprain
- ☐ Osgood-Schlatter
- ☐ Osteoarthritis
- ☐ Rheumatoid Arthritis
- ☐ Lupus Arthritis
- ☐ Psoriatic Arthritis
- ☐ Urate Arthropathy
- ☐ Overweight/Obesity
- ☐ Patello-Femoral Syndrome
- ☐ Plica Syndrome
- ☐ Other _____

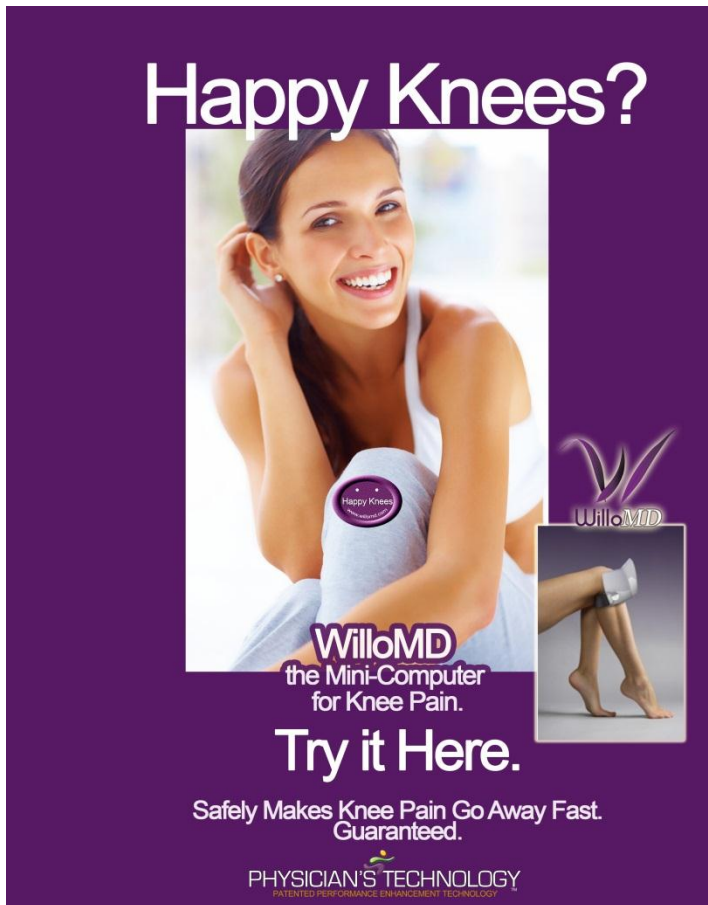
Physician's Signature: _____ Date: _____

WilloMD in a box Merchandising Kit.

The items on this page come with your WilloMD in a Box Merchandising Kit. You can also access these and additional items at www.willomd.com (select "Partner Tab" and insert the password "Willo") to download, customize with your logo, and have printed locally.

WILLOMD IN A BOX MERCHANDISING KIT

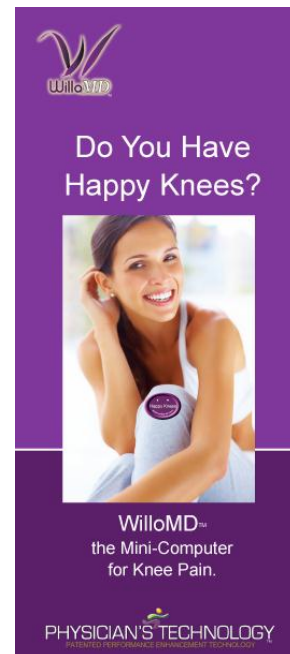
WILLOMD IN A BOX MERCHANDISING KIT



12" x 17" Window Poster



WilloMD Mini Counter Poster



WilloMD Brochure



Do You Willo? Clerk's Button




Happy Knees Sticker

Ad Slick.

Give this ad slick to your newspaper person and/or quick printer and ask them to drop in your logo, address, phone number, and date of your WilloDay event.


**The WilloMD
is Coming
to Town.**
Try it in our Store. Free.



WilloMD
the Mini-Computer
for Knee Pain.
Makes Knee Pain Go Away Fast
Guaranteed.

1 Col. X 5" Newspaper Ad.

**The WilloMD
is Coming
to Town.**
Try it in our Store. Free.



WilloMD™
the Mini-Computer
for Knee Pain.
Makes Knee Pain Go Away Fast
Guaranteed.

Disclaimer: The WilloMD is not intended to provide diagnosis for any condition. Always s consult your physician for medical advice. Copyright 2011, Physician's Technology, LLC. All rights reserved.



**the Mini-computer
for Knee Pain.**

WilloMD Performance Measurement Protocol

1

Insert Willo User Information

Date	
Name	
Phone	
Address	
City, State, Zip	
E-Mail	



2

Circle your
**Beginning Pain
and Range of
Motion Numbers
Before** beginning
Your treatment.
Session.

3

- Sit in a relaxed position.
- Apply the WilloMD to the skin surface just below the knee-cap. Tighten the strap to a comfortable position.
- Push the "On" Button for 2 Seconds. Select the Mode ("Acute" for injuries less than 30 hours old). When using "Chronic" select the setting most comfortable.
- Relax for the 25 minute treatment session; read a book, watch TV etc.



4

Circle Your
**ending Pain
and Range of
Motion Numbers
After** Your treatment
Session. Compare
the results.

WilloMD Range of Motion Scale (Circle your personal range in motion numbers in degrees before and after treatment with the WilloMD)					
Standing	15 Degrees Motion	30 Degrees Motion	45 Degrees Motion	60 Degrees Motion	90 and Greater Degrees Motion
WilloMD Pain Scale (Circle your the pain you have before and after treatment with the WilloMD)					
0 No Pain	1 Mild Pain	2 Moderate Pain	3 Severe Pain	4 Very Severe Pain	5 Worst Possible Pain

WilloMD Range of Motion Scale (Circle your personal range in motion numbers in degrees before and after treatment with the WilloMD)					
Standing	15 Degrees Motion	30 Degrees Motion	45 Degrees Motion	60 Degrees Motion	90 and Greater Degrees Motion
WilloMD Pain Scale (Circle your the pain you have before and after treatment with the WilloMD)					
0 No Pain	1 Mild Pain	2 Moderate Pain	3 Severe Pain	4 Very Severe Pain	5 Worst Possible Pain

Disclaimer and Waiver: I agree that (i) I have requested an opportunity to try the WilloMD device, (ii) I understand that it is not being used at this time for diagnosis or treatment but rather as a trial, (iii) I have requested this opportunity from a provider of (circle one) pharmacy, clinic, physician's office, other services but that provider is not giving me this trial as a provider of professional services or to diagnose or treat me, (iv) if I decide to purchase or rent the WilloMD it will be based on my own determination after the trial period, (v) I am not trying the WilloMD based on a prescription or other order from any health care provider, and (vi) I hereby release the (circle one) pharmacy, clinic, physician's office, other at which I am trying the WilloMD from any liability whatsoever in connection with that trial. The manufacturer of the WilloMD device believes that the device is effective when used as directed and that it has no known deleterious side effects or contraindications when used as directed.

Date: _____ Customer: _____

PHYSICIAN'S TECHNOLOGY
PATENTED PERFORMANCE ENHANCEMENT TECHNOLOGY

The information provided is intended solely for educational purposes. This information is not to be used for medical diagnostic purposes and is not intended to serve as a recommendation for treatment and/or management of any medical/surgical condition. Most of all, this information should not be used in place of a physician or other qualified health provider. If you believe you have a medical condition, please contact your physician immediately.

www.willoMD.com

Employee Willomd Treatment Spiff Form

Date	Employee	Customer	Address	City, State Zip	Phone	Spiff \$

EMPLOYEE WILLOMD TREATMENT SPIFF FORM

EMPLOYEE WILLOMD TREATMENT SPIFF FORM

WILLOMD EQUIPMENT RENTAL AGREEMENT

THIS AGREEMENT entered into this ____ day of _____, 20__ by and between:

Name: _____
Address: _____
Telephone: _____ (home) _____ (cell)

("Lessee"), and _____ ("Lessor").

WITNESS THAT for valuable consideration, receipt of which is hereby acknowledged, and the covenants and agreements to be performed by Lessee, Lessor hereby leases to Lessee the following described equipment (the "Equipment"):

Model: WilloMD™ Knee System Serial #: _____

NOW THEREFORE, the parties hereby covenant and agree as follows:

1. **Term; Deposit**
 - A. The Term of this lease shall commence on the date entered above (the "Effective Date") and terminate on _____, for a total Term of ____ days.
 - B. On the Effective Date, Lessee will provide Lessor with an imprint of Lessee's credit card on a sales form, which Lessor will hold as a deposit for this Agreement. Lessee agrees that if Lessee is in default of this Agreement Lessor may charge Lessee's credit card for all charges and damages as provided herein. If Lessee is not in default at the end of the Term, Lessor will return the sales form to Lessee or destroy it at Lessee's option.
2. **Capitalized Cost and Payments** Lessee shall pay Lessor rent payments (including taxes) during the Term as set out below. The first payment, which may be pro-rated, is due on the Effective Date. All succeeding payments are due on the first business day of each month.
 - A. **Total cost** to Lessee if all payments are made timely (daily payments X days in Term): \$ _____
 - B. Daily **rental** payments: \$ _____
 - C. Applicable sales and other **taxes** to be paid each day: \$ _____
 - D. **Total of each daily payment (rent plus taxes)**: \$ _____
3. **Possession**

Lessor will deliver possession of the Equipment to Lessee immediately upon the Effective Date, and Lessee shall return the Equipment to Lessor at the end of the lease Term. Lessee agrees that the Equipment is the sole property of Lessor; that Lessee has no ownership interest, beneficial interest (save the interest of a lessee under a lease), or other right, title, or interest in the Equipment; and that this Lease does not create any such interest in the Equipment for Lessee.
4. **Special Terms**
 - A. Replacement cost of Equipment: \$ _____.
 - B. Lessee shall return the Equipment to Lessor at the end of the Term. If the Equipment is not returned to Lessor's possession by the end of the Term, Lessee agrees that Lessor may and will charge the full replacement cost of the Equipment to Lessee's credit card used in connection with this Lease.
 - C. **Purchase Option:** If at the end of the Term Lessee is not in default Lessee may purchase the Equipment for a total cost of \$ _____, plus applicable sales and other taxes.
5. **Operation of Equipment**

Lessee shall use the Equipment as directed and in compliance with all manufacturers' instructions. Lessee shall store the Equipment in a dry indoor location when not in use.
6. **Binding Effect of Agreement**

The covenants, conditions, and agreements made and entered into by the parties hereto shall be binding upon their respective heirs, successors, and representatives and assigns.
7. **Governing Law**

This Agreement is made under and will be interpreted under the law of the state in which Lessee resides.
8. **Conditions**

This Agreement, and the rental of the Equipment hereunder, is subject to the terms and conditions set out on the reverse side of this Agreement, which terms are incorporated herein.

IN WITNESS WHEREOF, the parties have hereunto set their hands as of the Effective Date.

LESSEE: _____

LESSOR: _____

By: _____

EQUIPMENT RENTAL AGREEMENT TERMS AND CONDITIONS

1. **DEFINITIONS.** "Agreement" means all terms and conditions found on both sides of this form. "You" or "Your" means the person or organization identified as the Lessee on the reverse side of this Agreement. All persons referred to as "You" or "Your" are jointly and severally bound by this Agreement. "We," "Our" or "Us" means the Lessor. "Rental Unit" means the Equipment identified in this Agreement and any substitute Rental Unit We provide, and all its accessories and related equipment.
2. **RENTAL; REPOSSESSION; AND WARRANTIES.** This Agreement is a contract for rental of the Rental Unit. We may repossess the Rental Unit at Your expense without notice to You if the Rental Unit is abandoned or used in violation of law or this Agreement. You waive any right to a hearing or to receive notice of legal process as a pre-condition to Our repossession of the Rental Unit. WE MAKE NO WARRANTIES, EXPRESS, IMPLIED OR APPARENT, REGARDING THE RENTAL UNIT, NO WARRANTY OF MERCHANTABILITY AND NO WARRANTY THAT THE RENTAL UNIT IS FIT FOR A PARTICULAR PURPOSE. We will provide to the Lessee all warranties provided by the manufacturer of the Rental Unit.
3. **CONDITION AND RETURN OF RENTAL UNIT.** You must return the Rental Unit to Our office or other location We specify, at the end of the Term of this Agreement, and in the same condition that You received it, except for ordinary wear.
4. **RESPONSIBILITY FOR RENTAL UNIT DAMAGE OR LOSS; REPORTING TO POLICE.** Except for ordinary wear, You are responsible for all damage to, or loss of, the Rental Unit, loss of use, diminished value of the Rental Unit caused by damage to it or repair of it, and a reasonable charge to cover Our administrative expenses incurred processing any damage claim, whether or not You are at fault. You must report all accidents or incidents of theft and vandalism to Us and the police as soon as You discover them.
5. **USE OF RENTAL UNIT.** You shall use the Rental Unit in accordance with all applicable manufacturer's manuals and instructions.
6. **LIABILITY INSURANCE.** You are responsible for all damage or loss You cause to others or their property in connection with your use or possession of the Equipment. You agree to maintain liability and general comprehensive insurance covering You, Us, and the Rental Unit.
7. **INDEMNIFICATION.** Lessee assumes all risk of liability arising from or pertaining to possession, operation, use, and storage of the Rental Unit. Lessee also assumes and shall bear all risk of loss or damage to, or theft or destruction of, the Rental Unit. Lessee shall indemnify Lessor and hold Lessor harmless from any and all claims, demands, causes of action, losses, damages, penalties and expenses, including attorneys' fees, arising from or incurred because of or incident to Lessee's actual or alleged use, operation, or storage of the Rental Unit.
8. **LESSEE'S WARRANTIES AND REPRESENTATIONS.** a. Lessee has the authority to enter into this Agreement; b. No repairs, adjustments, or replacements of any parts or accessories to the Rental Unit will be made without Lessor's prior written permission; c. Lessee is solely responsible for all damage to the Rental Unit, including without limitation all damage covered by insurance; d. except for the proper exercise of the Purchase Option, Lessee does not and will not through this Agreement obtain any ownership or proprietary interest in the Rental Unit, and Lessee may not create or suffer to exist any security interest in or lien on the Rental Unit.
9. **RENTAL PAYMENT.** a. If any installment of rent or other sum owing under the Agreement shall not be paid when due and shall remain unpaid for five days, Lessee shall pay Lessor a late charge equal to the greater of (i) five percent (5%) of the delinquent amount, or (ii) the greatest amount permitted by applicable law. The accrual and collection of such late charges shall be in addition to and not in lieu of any other rights and remedies Lessor may have under this Agreement or applicable law. b. Lessee shall bear the entire risk of loss, theft, damage, destruction, or seizure of Rental Unit by or from any cause whatsoever. Lessee shall be obligated to pay rental charges and other sums owed hereunder even if Lessee is unable to use the Rental Unit, or any of it, because of loss, theft, damage, destruction, seizure, or non-repair. c. All rental payments shall be paid by Lessee irrespective of any setoff, counterclaim, recoupment, defense, or other right, which Lessee may have against the manufacturer of the Rental Unit or any other party.
10. **TAXES AND FEES.** Lessee shall keep the Rental Unit free and clear of all levies, liens, security interests, and encumbrances, and shall pay all fees, assessments, charges, and taxes, municipal, state, and federal, which now or hereafter may be imposed upon the ownership, leasing, renting, sale, possession, or use of the Rental Unit, excluding, however, all taxes on Lessor's income.
11. **DEFAULT.** Time is of the essence as to Lessee's payment of all rental charges and its performance of all other obligations under this Agreement. If Lessee defaults in the payment of rent and such default continues for more than five days, or if Lessee breaches or defaults in the performance of any other terms and conditions under this Agreement and such breach or default continues for more than ten days, (except as to default in Lessee's obligation to procure and maintain insurance, as to which default there shall be no grace period), or if a petition under any Chapter of the Bankruptcy Code, as amended, or for the appointment of a receiver, or any other proceedings for the relief of debtors, is filed by or against Lessee, or if Lessee makes a general assignment for the benefit of creditors, then, in any of such events (each of which shall constitute a breach of this Agreement), Lessor, at its option may, by action or by written notice to Lessee, declare this Agreement in default, and accelerate the unpaid balance of the total rent due and to become due under this Agreement, and thereupon all Rental Units then subject to this Agreement, and all the rights of the Lessee therein shall be surrendered to Lessor and Lessor may take possession of the Rental Unit wherever it may be found, and for that purpose may enter upon any property subject to the Lessee's control and possession. Lessor shall hold Rental Units so repossessed free and clear of this Agreement and of any rights of Lessee hereunder. In addition thereto, Lessor shall be entitled to recover from Lessee, as liquidated damages for breach of this Agreement and not as a penalty: (i) the unpaid balance of the total rent due and to become due up through the normal expiration date of this Agreement, less the net proceeds from Lessor's subsequent sale of the Rental Unit, if sold, or if leased, the rent obtained by Lessor under such subsequent lease attributable to the period remaining under this Agreement; (ii) all costs incurred by Lessor in repossessing, storing, repairing, and selling or leasing the Rental Unit; (iii) interest after default at the highest rate allowed by law upon all damages resulting from Lessee's breach; (iv) all court costs and attorneys' fees incurred by Lessor in the enforcement of its rights and remedies under this Agreement; and (v) any other actual or consequential damages arising from Lessee's default. Lessor's repossession and subsequent sale or lease of the Rental Unit shall not affect Lessor's right to recover from Lessee any and all other damages caused by Lessee's breach of this Agreement. Lessor's rights and remedies hereunder shall be cumulative, not exclusive, and shall be in addition to all other rights and remedies available at law, in equity or in bankruptcy.



Frequently Asked Questions

Knowledge Base - Frequently Asked Questions:

1. What is the WilloMD?

- a. Short Answer: It is a mini-computer for knee joint pain.
- b. Extended Answer: The mini-computer is preloaded with the WilloMD OS5 software and is designed to relieve knee pain, improve mobility, and speed a return to performance. It is a fifth generation device, the result of years of research and development by The Physician's Technology medical and engineering team. It includes our most recent and significant advancements for treating knee joint pain.

2. How does it work?

- a. Short Answer: Multiple energies, delivered by a complex mathematical formula to the skin surface, promote pain relief and healing.
- b. Extended Answer: Our technology employs photonic and thermal kinetic energies which are known to relieve pain and promote healing. A proprietary algorithm calculates and delivers these energies. This can be likened to an electronic prescription that stimulates vascular, neurologic, and recuperative systems. Pain and swelling are reduced, toxin removal is accelerated and healing enhanced.

3. How does the WilloMD differ from other pain relief devices on the Market?

- a. Short Answer: The WilloMD is a sophisticated mini-computer employing advanced hardware and software designed specifically to promote pain relief, healing, and enhanced performance.
- b. Extended Answer: The physical design of the WilloMD is unique and material to its remarkable performance. The advanced hardware and software are more intricate, advanced, and complex than any other pain and performance device on the market.



The WilloMD relieves discomfort, accelerates healing, and prevents tachyphylaxis (adaption) because of its proprietary and patented energy delivery system. This is a phenomenon that refers to the body's rapidly decreasing response to a pharmacologically or physiologically active substance. In other words, things like drugs, medication and physical stimuli become less effective over time. The WilloMD offers the unique advantage that one can use the device as often and as frequently as desired while continuing to accrue benefits without developing tachyphylaxis.

4. Have there been any medical studies to support WilloMD technology?

- a. Short Answer: Yes.
- b. Extended Answer: A landmark medical study in May 2004, published in the Journal of Dialysis and Transplantation (2005), validated that our technology is effective. The 5th generation WilloMD is the most advanced technology offered by Physician's Technology. It has produced thousands of positive patient outcomes over many years. Ongoing research will continue to confirm the importance and effectiveness of our technology. A more recent study was done between September 2010 and November 2010 at Mercy, St. Anne's Hospital in Toledo OH. This study concluded that; "after one 25-minute WilloMD treatment session, a fully functional WilloMD demonstrated statistically significant superiority versus a placebo device. Evaluation of multiple parameters revealed measurable knee pain relief and greater flexion resulting in enhanced performance of the study participant."

5. Are the WilloMD treatments safe?

- a. Short Answer: Yes.
- b. Extended Answer: There are many pharmaceuticals that offer pain relief. Non-Steroidal Anti-Inflammatory Drugs (NSAIDS) are one class of drugs that millions of people use throughout the world to relieve a variety of painful conditions. It has been known for years that this class of drugs carries significant risk. For that reason, newer drugs in this class have been developed, referred to as COX-2 inhibitors. However, even with these newer generations of drugs developed to



reduce previously known problems with the NSAIDS, serious and life threatening conditions can still occur. In addition, analgesics (narcotics and synthetic pain medications) can have habituating, addictive, and bothersome side effects.

The WilloMD poses none of these risks. When used as directed, there have been no adverse effects observed or reported. It is comforting to know that the WilloMD is both effective and safe.

6. How long is a treatment session?

- a. Short Answer: 25 minutes
- b. Extended Answer: Some individuals, depending on their condition, may administer two or more consecutive treatments before they notice improvement. Each user should determine his/her own needs.

7. How often should I to do the treatment?

- a. Short Answer: The recommended frequency of treatment varies depending on the individual and the condition.
- b. Extended Answer: Most people notice a dramatic improvement after their first WilloMD treatment. Although a small number of people obtain full relief with a single treatment, most will require multiple treatments. With additional treatments, many find the effects to be cumulative which further enhance and maintain favorable results.

The more frequently you use the WilloMD the sooner you can expect your condition to improve, whether your condition is acute (hours to days) or chronic (weeks to years). As a rule of thumb, chronic conditions tend to require more prolonged therapy than acute conditions. As long as the safety recommendations are followed, the WilloMD may be used as often as the user wishes. Our Doctors recommend using the WilloMD at least twice daily until symptoms are controlled. The user may then determine his/her own frequency of treatment needs.



8. Can the WilloMD be used after surgery or knee replacement?

- a. Short Answer: Yes.
- b. Extended Answer: The WilloMD technology has been used to treat open and closed wounds in large numbers of individuals. Patients and health care providers consistently report relief from discomfort and a reduction in swelling with use of this technology. *However, we recommend always checking with your physician **prior** to using the WilloMD after any surgical procedure AND that the WilloMD not be used in the presence of infection!*

9. Can Cancer Patients Use The WilloMD?

- a. Short Answer: Yes.
- b. Extended Answer: In a report in Photomed Laser Surg. 2004 Dec; 22(6): 523-6, Mognato M, Squizzato F, Facchin F, Zaghetto L, Corti L confirmed previous observations carried out on human cells, where only the proliferation of slowly growing cell populations appeared to be stimulated by laser light. A number of studies have demonstrated that cancerous cells are not stimulated by using this technology. Therefore, it is felt that patients with cancer can safely use the WilloMD as long as the recommended guidelines are followed.

10. Does the WilloMD work over clothing?

- a. Short Answer: No.
- b. Extended Answer: Make sure that your knee skin surface is clean and free of any clothing, jewelry, lotions, salves, ointments, bandages, or topical preparations prior to beginning treatment! This applies to any area of the body on which you choose to use the WilloMD.



11. How long does the effect of a WilloMD treatment last?

- a. Short Answer: The duration of effect will vary.
- b. Extended Answer: Most people notice a dramatic improvement after their first WilloMD treatment. A small number of people obtain full relief with a single treatment. However, most will require multiple treatments. With additional treatments, many find the effects to be cumulative which further enhance and maintain favorable results.

Patients and physicians have reported that the effect of a WilloMD treatment can last from a few hours to several months.

12. What can I expect from the WilloMD?

- a. Short Answer: Pain relief, reduced swelling, improved mobility and enhanced performance.
- b. Extended Answer: Patients and physicians have observed and reported pain relief, reduced swelling, improved mobility and enhanced performance over 90% of the time with use of the WilloMD. In a number of treatment groups, users and health professionals have observed and reported 80-100% pain reduction and 50-100% improved mobility. Relief may last from hours to weeks.

Whether your condition is acute (hours to days) or chronic (weeks to years), the more frequently you use the WilloMD the sooner you can expect your condition to improve. Our Doctors recommend using the WilloMD at least twice daily until symptoms are controlled. More frequent use will likely yield additional benefits.

Most individuals can expect the WilloMD to promote relief of the toxic, irritating, or noxious reaction of the tissues surrounding the problem even if the condition not be healable (such as abnormal joint architecture). Although this will not cure the underlying problem, it can be expected to improve the secondary reaction and accompanying pain, as well as improve performance and quality of life. We always recommend dialogue and follow up with your professional health care provider.



13. How can I tell if the treatment is working?

- a. Short Answer: Your body will tell you.
- b. Extended Answer: Our physicians recommend that you note your pain level and performance level before and after your WilloMD treatment. It is useful to record these parameters on the “Personal Performance Form” that is included in your Instrument Package. Comparison of before and after treatments and day to day pain and performance parameters are good indicators of successful WilloMD treatment results. Additional copies of the “Personal Performance Form” may be downloaded by registered users as a .pdf file at www.willomd.com/mywilloportal.

14. What about travel? Is there a DC adaptor so I can charge the unit in my car or truck?

- a. Short Answer: Yes.
- b. Extended Answer: A customized Automobile Power Adapter with a 6' cord is available for purchase at www.willomd.com/mywillostore.

15. What does the red light mean while the WilloMod is on the charging base?

- a. Short Answer: The WilloMD Battery Pack is charging in the WilloMod.
- b. Extended Answer: The WilloMD Battery Pack can be charged in two places.
 - i. In the WilloMod while positioned on the WilloDock
 - 1. During charging the front indicator light glows red.
 - 2. When the battery pack is fully charged the front indicator light glows green.
 - ii. In the battery charging receptacle on the surface of a powered WilloDock.
 - 1. During charging the rear indicator light glows red.
 - 2. When the battery pack is fully charged the rear indicator light glows green.
 - iii. Note: Due to the nature of the Li-ion battery, if the battery has been over



charged, the charging circuit automatically stops charging and the indicator light stops glowing.

1. You can confirm that the battery is fully charged by turning on the WilloMod with the battery pack properly positioned in the battery chamber. The battery charge indicator in the left lower corner of the WilloMod LCD screen will indicate a full charge.

16. If the indicator light will not come on, is there a problem?

- a. Short Answer: Probably not, but possibly yes.
- b. Extended Answer: The Indicator lights on the WilloDock may not glow for a variety of reasons.
 - i. The front Indicator Light will not glow if the WilloMod does not have a fully inserted WilloMD Battery Pack.
 - ii. The front Indicator Light will not glow if the WilloMod is not properly placed on the WilloDock.
 - iii. The Indicator Light may not glow if the Battery Pack is overcharged.
 - iv. The rear Indicator Light will not glow if the Battery Pack is not properly positioned in the WilloDock charging receptacle.
 - v. The Battery Pack may have failed. However the usual indication of a failed battery pack is a flashing red indicator light.
 - vi. The charging circuit may have failed.
 1. If a battery pack will not charge (can be checked by placing on the WilloMod, powering it on and verifying a discharged battery condition on the LCD screen).
 2. This condition will need to be resolved at the factory.



17. Should I recharge the unit after every use?

- a. Short Answer: Not always.
- b. Extended Answer: A fully charged battery pack should give 3-5 treatments when used in the Chronic Hi mode. When you have completed your treatment, we recommend placing the WilloMod back on the WilloDock. Leaving it on the WilloDock will insure a full charge for subsequent use.
 - i. If the WilloMD will not be used for extended periods of time (>3 weeks), we recommend disconnecting the power cord.

18. Is there a case I can obtain to safeguard my WilloMD when traveling?

- a. Short Answer: Yes.
- b. Extended Answer: Your WilloMD is a mini-computer and should be handled with care. A protective transport case is available at: www.willomd.com/willostore.

19. Where are the instructions on how to use the WilloMD?

- a. Short Answer: Instructions are located in the WilloMD Guide under the WilloDock and in an online instruction manual.
- b. Extended Answer: A brief WilloMD Guide is packaged under the WilloDock (charging dock). These are brief points and we recommend referring to the WilloMD Instruction Manual for proper and effective use instructions. The manual also serves as a complete reference guide to any questions you may have and can be viewed and downloaded by registered users at www.willomd.com/mywilloportal.

20. Where is my WilloMD Serial Number?

- a. Short Answer: On the Box, on the WilloDock, and in the WilloMod.
- b. Extended Answer: You will need the serial number to complete the registration of your WilloMD. The serial number can be located in three places:
 - i. On the right outside of the WilloMD shipping box.



- ii. On the underside of the WilloDock (charging dock) in the lower right corner of the Quick Start Guide.
- iii. Under the battery shelf. (Open the battery door on the back of the WilloMod and it is mounted under the front edge of the battery shelf).
- iv. **NOTE** – It's important that you verify that the number is the same in all three places. If these numbers do not match, please contact us at (855) 945-5663.

21. Is it important to register my WilloMD?

- a. Short Answer: Absolutely.
- b. Extended Answer: When you register your WilloMD you validate your warranty and have access to important user information. You gain access to the complete WilloMD User Manual and you can receive new product information. You can also share your WilloMD experience with us and with other users.

22. Does the WilloMD meet FDA requirements?

- a. Short Answer: Yes.
- b. Extended Answer: Physician's Technology, LLC, is registered with the U.S. Food and Drug Administration, and complies with the FDA's 510(k) review process. The WilloMD is classified as a Class II medical device by the FDA and is FDA Compliant.



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FOR IMMEDIATE RELEASE

January 31, 2011

Medical Study Reports Results of New Technology for Knee Pain.

Millions on the sidelines of life with knee pain may get another chance with the WilloMD™.

Monroe, Michigan and Toledo, Ohio – January 31, 2011—Physician's Technology today announced the results of a clinical study evaluating its WilloMD. The WilloMD, with its elegant curvy design is a mini-computer with proprietary software proven to safely reduce pain and boost performance by igniting numerous physiological and biochemical reactions when applied to the knee joint. The technology, and its sexy simple interface, has been noted by many health care professionals as a game changer in treating knee pain; safe and more effective than many of the common options and therapies.

Between September 2010 and November 2010, a controlled, randomized, double-blind study approved by the Mercy Health Partners IRB, compared the WilloMD™ to placebo. Dr. Kenneth Chelucci M.D., F.A.C.E.P., the principle investigator, conducted the study at Mercy St. Anne's Hospital in Toledo, Ohio. Statistical analysis was performed by Professor Donald B. White, Ph.D., Department of Mathematics and Statistics, University of Toledo, Toledo, Ohio.

The study concluded that, "After one 25-minute WilloMD treatment session, a fully functional WilloMD demonstrated statistically significant superiority versus a placebo device. Evaluation of multiple parameters revealed measurable knee pain relief and greater flexion resulting in enhanced performance of the study participant."

"This is great news for over 60 million Americans who are stuck on the sidelines with knee pain. Now, they can have a WilloMD in the charger on their countertop, ready to enjoy a soothing, effective pain relief treatment anytime; faster than taking a pill", said David Sutton, CEO of Physician's Technology.

The WilloMD is available without a prescription through a nationwide network of VGM member medical equipment dealers, the Lake Erie Medical and Wholesale Supply network of professional pharmacies and on-line at www.willomd.com.

Physician's Technology develops and designs the best personal performance computers in the world. The company is reinventing pain management technology and redefining the future of personal performance devices.

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MEDICAL STUDY

MEDICAL STUDY



Medical Study Conclusion:

“Between September 2010 and November 2010, a controlled, randomized, double-blind study approved by the Mercy Health Partners IRB, compared the WilloMD™ to placebo. Dr. Kenneth Chelucci M.D., F.A.C.E.P., the principle investigator, conducted the study at Mercy St. Anne’s Hospital in Toledo, Ohio. Statistical analysis was performed by Professor Donald B. White, Ph.D., Department of Mathematics and Statistics, University of Toledo, Toledo, Ohio.

After one 25-minute WilloMD treatment session, a fully functional WilloMD demonstrated statistically significant superiority versus a placebo device. Evaluation of multiple parameters revealed measurable knee pain relief and greater flexion resulting in enhanced performance of the study participant.”



WilloMD Warranty

PRODUCT WARRANTY: PHYSICIAN'S TECHNOLOGY SHALL NOT BE RESPONSIBLE FOR ANY INCIDENTAL, SPECIAL, OR CONSEQUENTIAL DAMAGES RESULTING FROM THE USE OF THIS PRODUCT. ALL IMPLIED WARRANTIES INCLUDING BUT NOT LIMITED TO IMPLIED WARRANTIES OF FITNESS AND MERCHANTABILITY ARE LIMITED IN DURATION TO NINETY DAYS FROM DATE OF ORIGINAL PURCHASE. This warranty gives you specific legal rights, and you may have other rights that vary from state to state. Some states do not allow the exclusion or limitation of incidental or consequential damages, or limitations on how long an implied warranty lasts, so the above limitations and exclusions may not apply to you.

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WilloMD Disclaimer

The information provided by willomd.com is intended solely for educational purposes. This information is not to be used for medical diagnostic purposes and is not intended to serve as a recommendation for treatment and/or management of any medical/surgical condition. Most of all, this information should not be used in place of a physician or other qualified health provider. If you believe you have a medical condition, please contact your physician immediately.

WilloMD FCC and CSA Testing

FCC AND CSA TESTING AND RESULTS:“NOTE: This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to Part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates uses and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation. If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:

- Reorient or relocate the receiving antenna.
- Increase the separation between the equipment and receiver.
- Connect the equipment into an outlet on a circuit different from that to which the receiver is connected.
- Consult the dealer or an experienced radio/TV technician for help.” This Class B digital apparatus also complies with Canadian ICES-003.